

ITEM 12  
BILL 69 (2013)RECEIVED  
CITY CLERK  
C & C OF HONOLULU  
2014 JAN 16 AM 11:40

**From:** Jean Stromberg [jean.stromberg@hawaiiantel.net]

**Sent:** Thursday, January 16, 2014 11:32 AM

**To:**

**Cc:**

**Subject:** Budget Committee Testimony: Against Bill 69

Aloha City Council Members:

Please vote AGAINST BILL 69

Billboards are environmental and esthetically ugly in any form, rolling (buses,etc.) or fixed. They are "visual litter" inconsistent with the "beautiful Hawaii" image we are so desperately attempting to preserve and market to visitors, and the world.

Here's a direct quote from the media kit of a major national outdoor media company specializing in exterior bus advertising placement:

*"Buses serve as 'rolling billboards' traveling in and around densely populated city streets, leaving a lasting impact on pedestrians, motorists and passengers."*

Is this, Honolulu City Council members, the kind of *lasting impact* by which *you* want Oahu to be remembered?

Thank you, and please reject the BUS BILLBOARD bill 69

Respectfully,  
Jean Stromberg  
PO Box 1517  
Kailua

•2013 CBS Outdoor Media Kit

MISC. COM. 91

1/16/2014

B